

Sustainability Cell Convener Assignment – 24b0902

Mandatory Question (Question 2)

- **Digital Campaigns:**

1. Launch a vibrant social media campaign (on Instagram or facebook) to share sustainability tips or creating awareness about conserving the environment.
2. Develop a user-friendly website or portal with an event calendar and blogs to educate students on sustainability topics and great initiatives from all over the world.

- **Offline Strategies:**

1. Organize events on important days like World Environment Day, Earth Day etc. such as workshops, debates or quiz competitions.
2. Setup boards/signs in everyday crowded areas to encourage everyday sustainable habits.
3. Introduce a monthly newsletter which includes articles and major events of sustainability.(this could be in online mode also alternatively)

- **Collaborations/Creative Ideas:**

- 1.Partner with other student clubs or local organizations to cohost events or campaigns (which is already being done mostly).
- 2.To motivate student involvement, create a sustainability challenge where they gain reward points for attending workshops, using sustainable transport or participating in campaigns . Rewards could be eco-friendly merchandise etc.